



August 27, 2017

Ms. Holly Wolcott  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

## **2nd Quarter Report, April 1 – June 30, 2017**

Dear Ms. Wolcott:

On behalf of the Board, I would like to present the Second Quarter Report and financial expenditures as required by the Administrative Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

### **2nd QUARTER ACTIVITIES**

- 1. SECURITY:** A 30-day Notice of Cancellation was provided to Allied Universal Protection Services to notify them that the BID would be terminating the contract effective June 30<sup>th</sup>, 2017. A new contract has been negotiated with Andrews International and effective July 1<sup>st</sup> Andrews will be providing the Media District with security services. There will be no downtime in security, and service will continued with unarmed foot, bike and vehicle patrols under the command of newly appointed Captain Nate Gonzalez. Also, the Media District's Security Officers will continue to work closely with the LAPD Hollywood Division to reduce crime and to ensure the safety of people and property in the BID. Every month the BID's Safe Committee has continued to meet and reports are given at regular Board of Directors meetings.



2. **MAINTENANCE:** For this quarter Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, parkways, gutters, driveways and tree wells. LABT also removed stickers and painted over graffiti on buildings, trees, poles, utility bases or other surfaces on a daily basis, and they pressure wash bus stops regularly throughout the District. For this quarter LABT picked up and removed 3682 bags of trash, painted out 9876 sq. ft. of graffiti, and picked up and removed 324 bulky items. Also, LABT has cleared and put down weed barrier cloth and cedar chips on the District's six medians along N. Highland Ave. to be more water and maintenance efficient. LABT gives status and update reports at monthly BID Clean & Green Committee meetings and reports are given at regular Board of Directors meetings.
3. **MARKETING:** For this quarter the Media District's newly created Marketing Committee has continued to work on branding and identity of the BID with consultant firm Counterintuity. Also a Board Retreat was held in April and facilitated by representatives from Counterintuity to develop concepts and goals. The Media District's new website is nearing final completion and hopefully it will be launched and up next quarter. Informative updates and meeting announcement postings have continued to be put up on the BID's current website.
4. **ADMINISTRATION:** For this quarter the Media District had begun preliminary discussions with Urban Place Consulting regarding an early BID renewal. Also for this quarter the Media District has hired Alfred Fraijo with Sheppard Mullin to begin the process of developing a Specific Plan for the BID. Financial Reports have been provided at the regular monthly Finance and Executive Committee meetings, as well as at the monthly Board of Directors meetings. Executive Director Lisa Schechter continues working on various issues and the overall maintenance of the BID.



Budget Category	Annual Budget	2nd Quarter Amount Spent	Y-T-D, 2017 Amount Spent	Projected 3rd Qtr, 2017 Spending
Security	866,259	189,432	241,920	180,000
Streetscape	323,011	84,597	145,795	83,000
Marketing	71,319	30,169	35,145	35,000
Administration	218,209	79,151	182,551	80,000
<b>Total</b>	<b>1,478,798</b>	<b>383,349</b>	<b>605,411</b>	<b>378,000</b>

Should you have any questions regarding the foregoing, please do not hesitate to contact me at (323) 860-0025.

Sincerely,

Lisa Schechter  
Executive Director  
Hollywood Media District